

JUUL: Significant Concerns



STANFORD
UNIVERSITY

tobaccopreventiontoolkit.stanford.edu

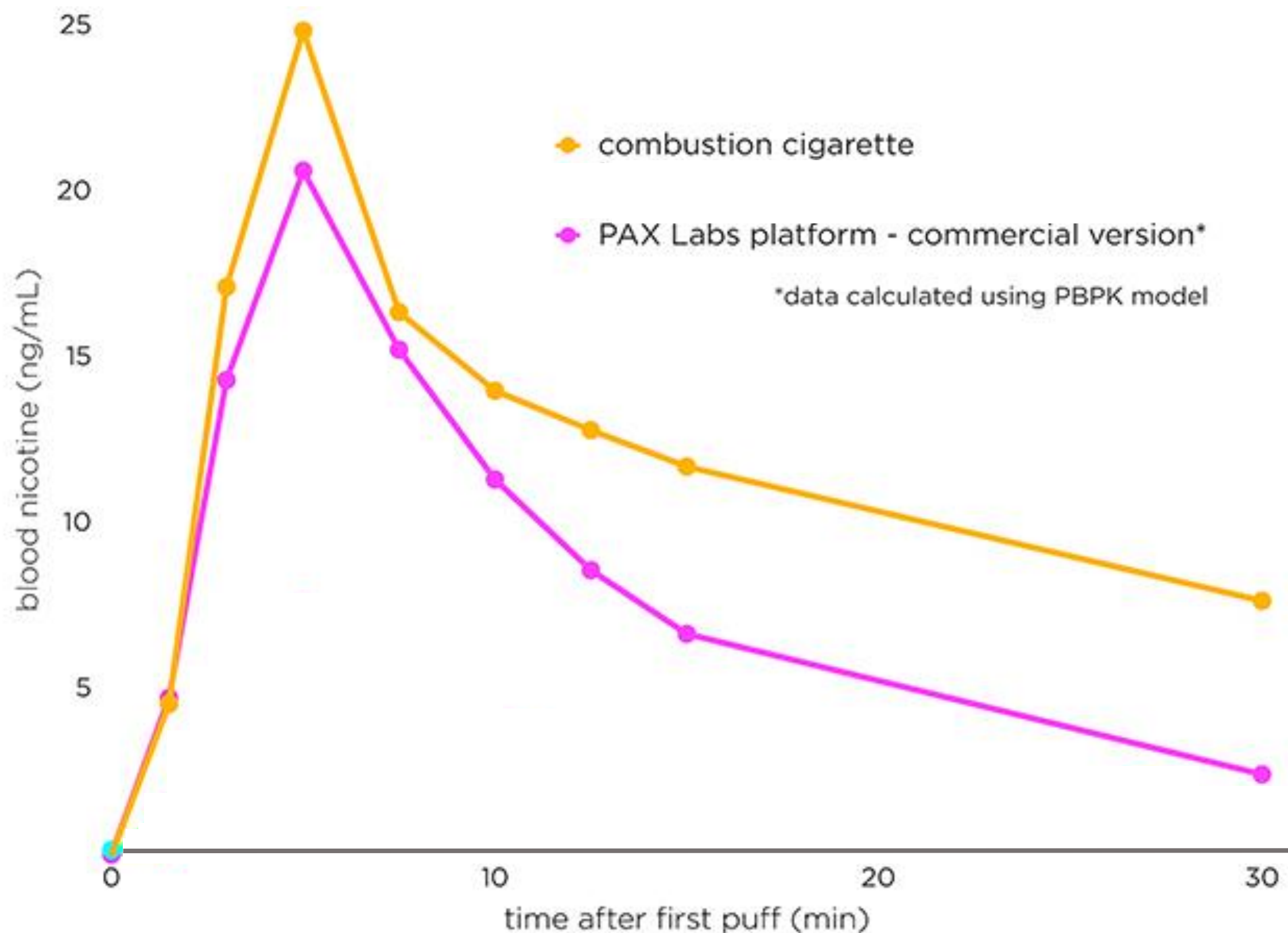
© Stanford University

Anatomy of a JUUL

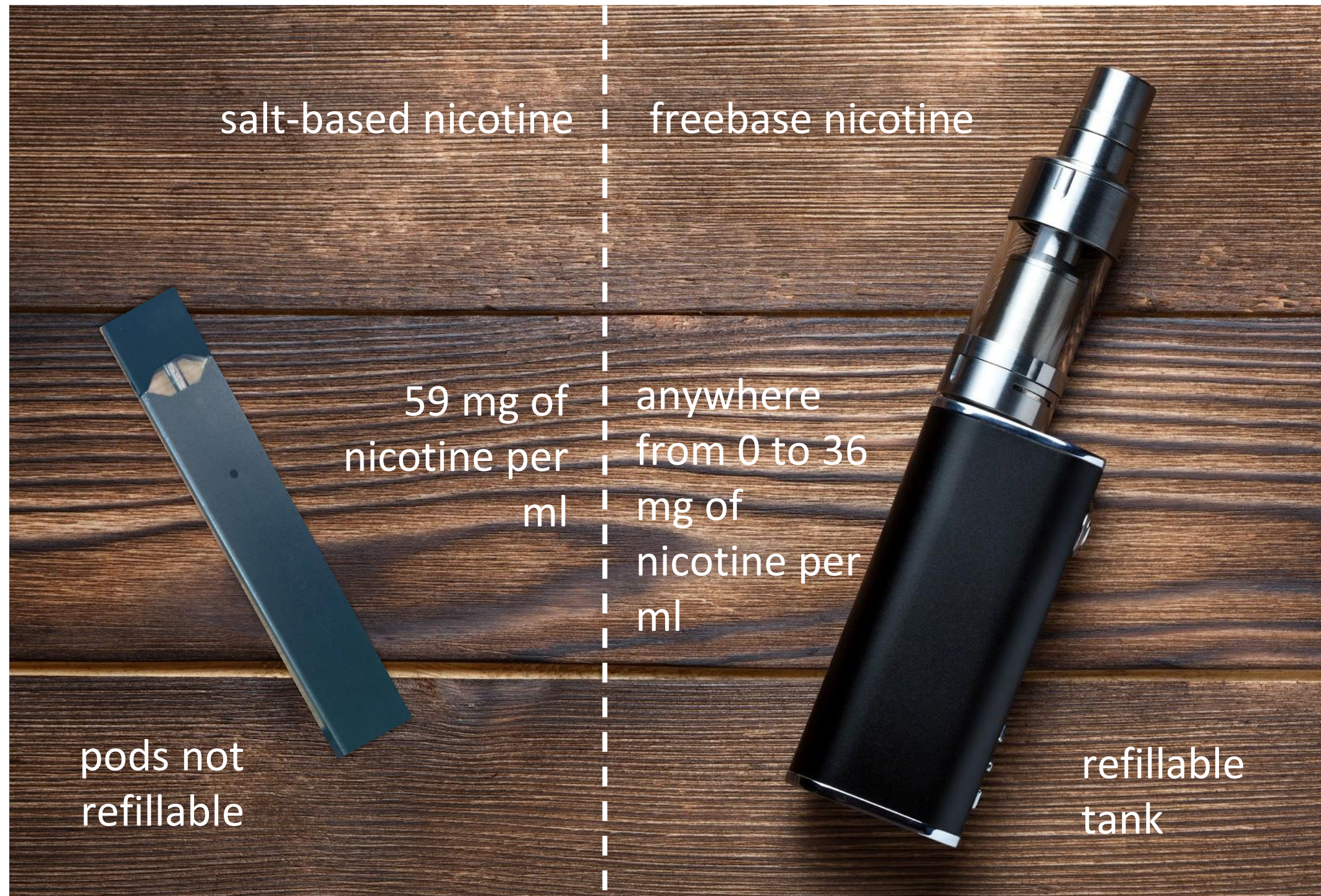
How do
ALL of
these parts
affect
YOUR
BODY?



Not Really an Alternative



Stronger E-Cigarette/Vape



How Much is That?



**5% strength
of what?**

**How much
is 5%?**

Strength of a Pack



- 59 mg/ml = extremely high!
- 59 mg/ml = pack of cigarettes
- **NOTE: EVERY JUULPOD CONTAINS NICOTINE!**

More Nicotine = More Smoking & Vaping

New Online

Views 7,055 | Citations 0 | Altmetric 752

Original Investigation

ONLINE FIRST

October 23, 2017

Associations of Electronic Cigarette Nicotine Concentration With Subsequent Cigarette Smoking and Vaping Levels in Adolescents

Nicholas I. Goldenson, BA¹; Adam M. Leventhal, PhD^{1,2}; Matthew D. Stone, BA¹; et al

» Author Affiliations

The Brain on Nicotine

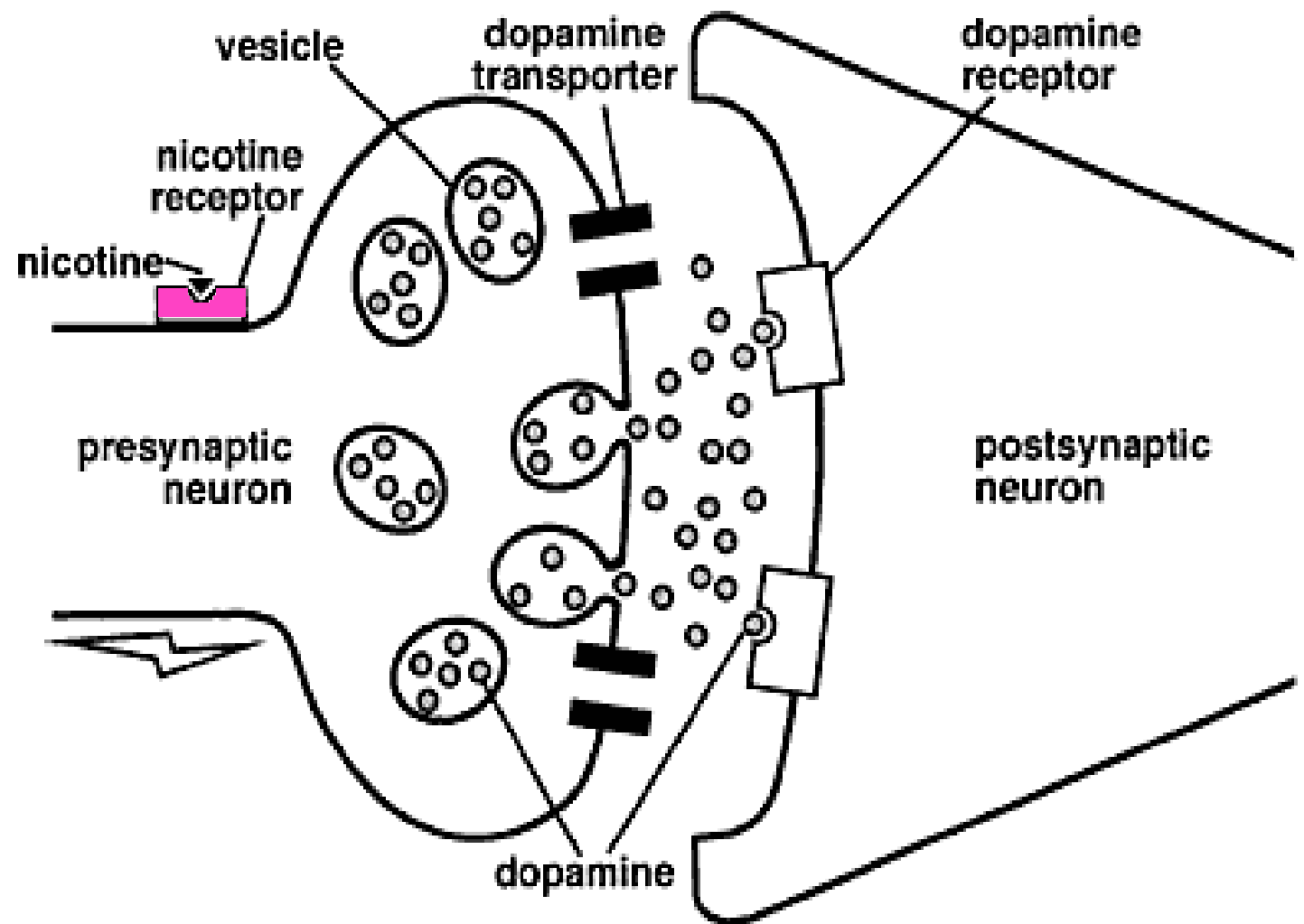
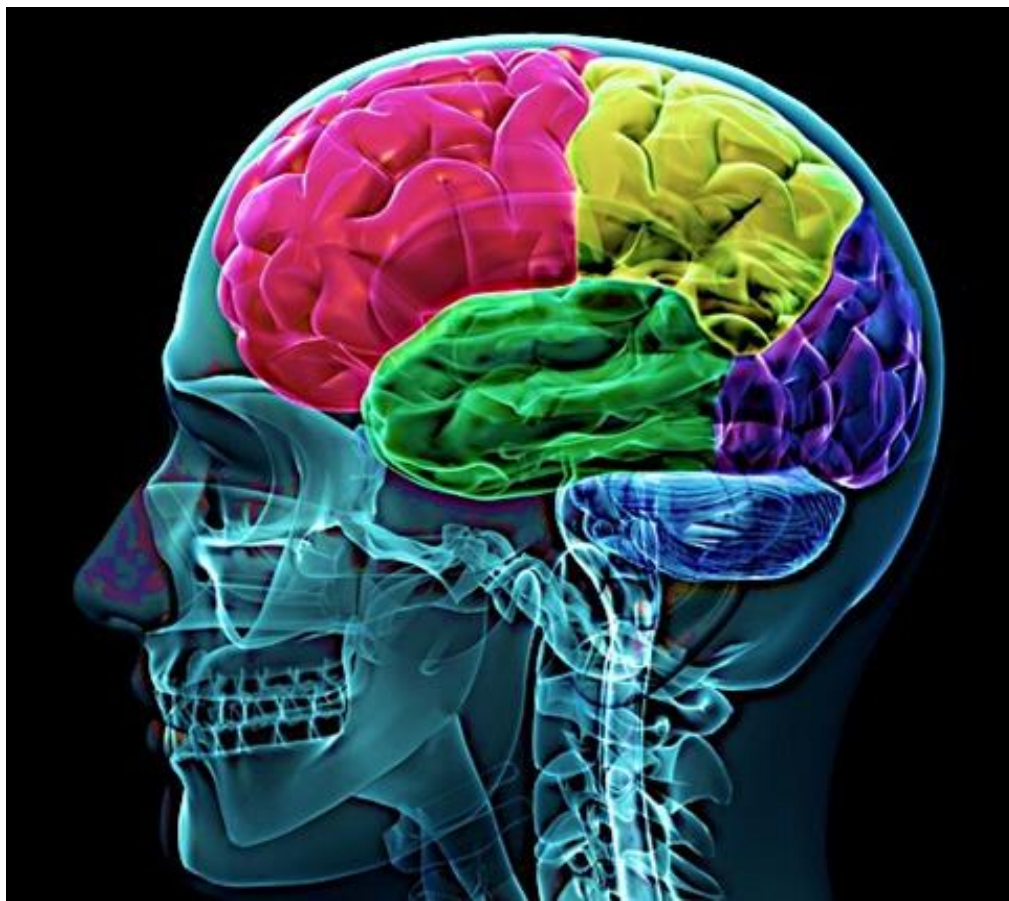
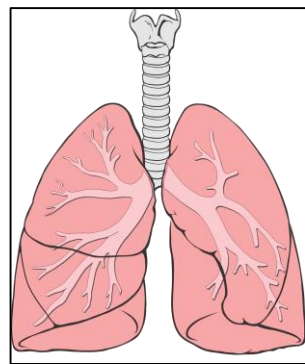


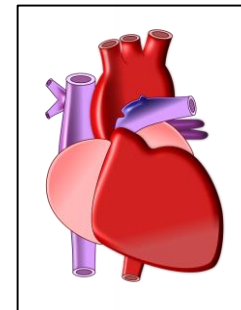
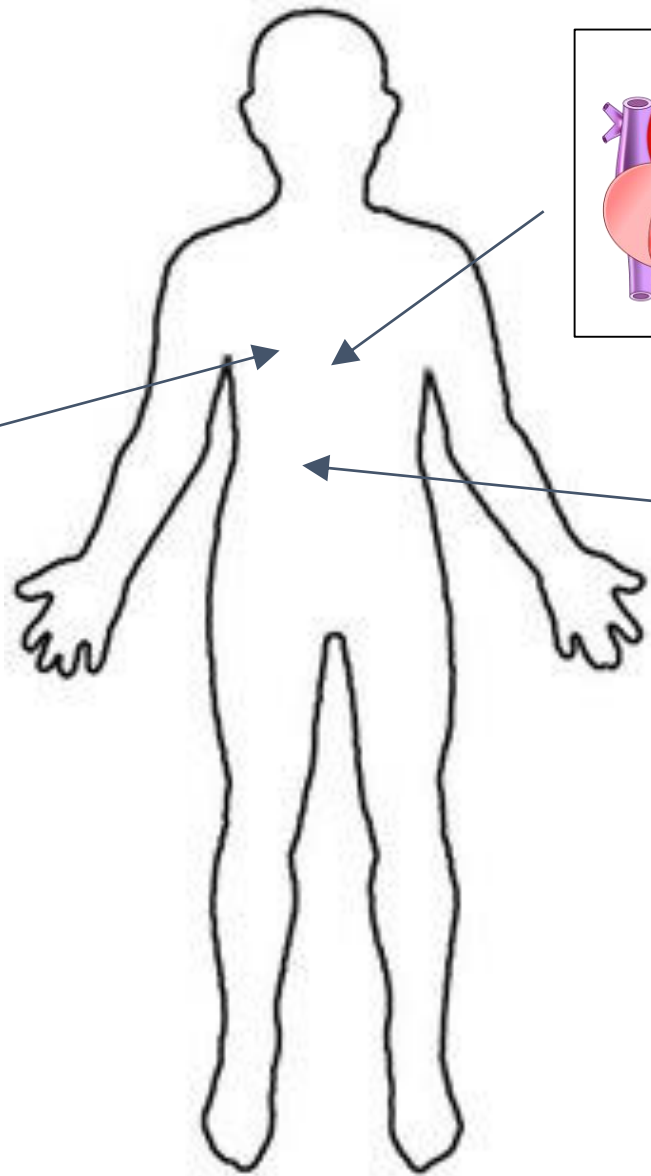
Image Credit: By United States: National Institute of Health via Wikimedia Commons



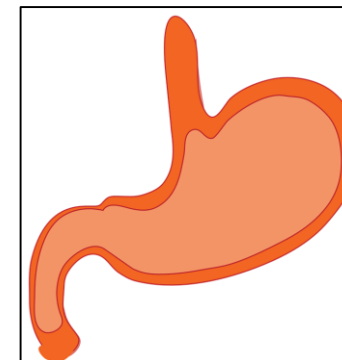
The Body on Nicotine



-trouble
breathing
-damage to
lungs



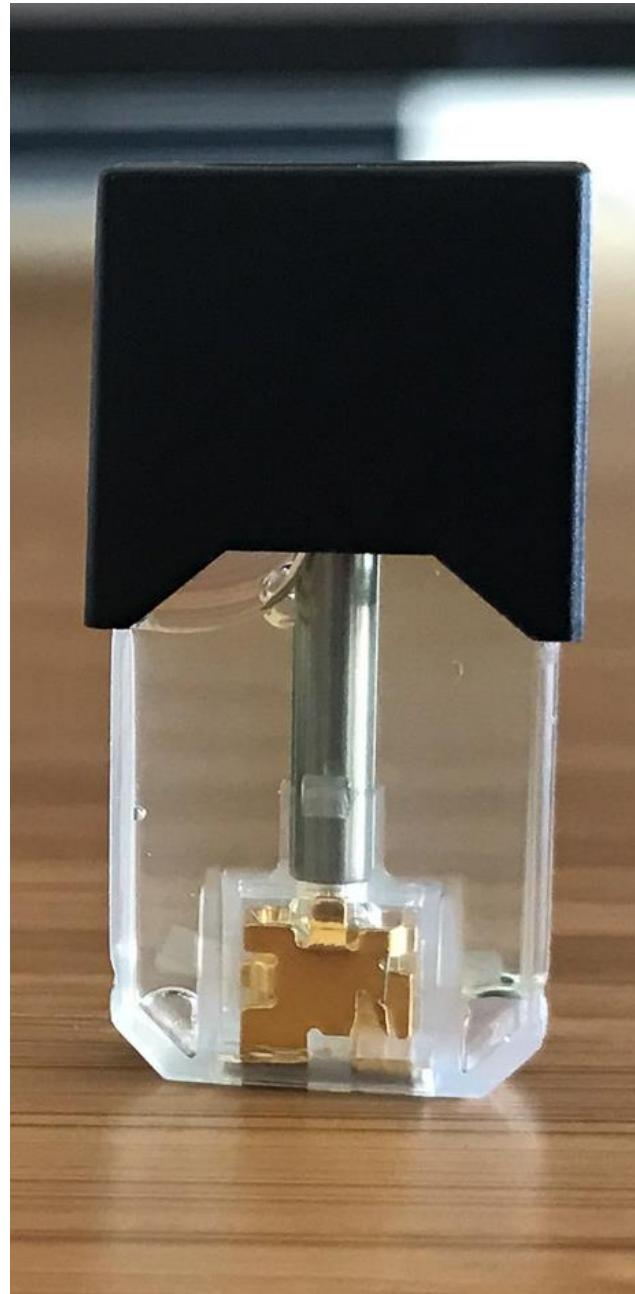
Heart beats faster
-activates “fight or
flight” response



Increased
acid reflux

What's in that JUULpod?

- Nicotine
- Benzoic Acid
- Glycerol
- Propylene Glycol
- Natural Oils
- Extracts and Flavors
- ???

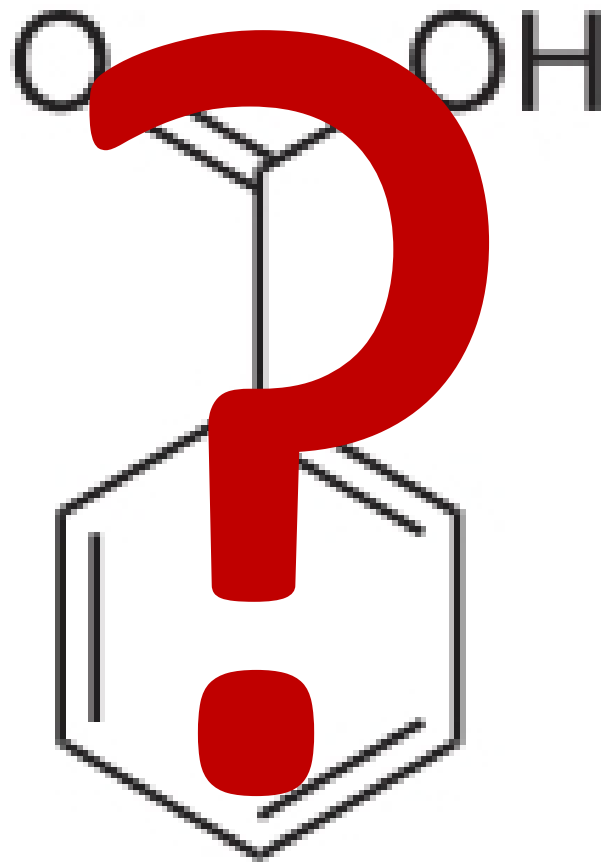


20 Million
devices and pods
produced

~30% of the total
e-cigarette
market



What are the Long-Term Effects?



When Inhaled:

- Irritation to the lungs, nose, and throat
- Coughing, shortness of breath and even wheezing

When Exposed to Skin:

- Cracking and drying
- Little research; what are the long term effects?

**CRITICAL TO REVIEW TEACHER TALKING
POINTS BEFORE PRESENTING NEXT
SLIDES TO YOUTH**

**WE HIGHLY RECOMMEND USING THE
TEACHER TALKING POINTS**

**WHEN READY TO PRESENT, PLEASE
DELETE THIS SLIDE**

Who's in Charge?

NO BAN



mango



creme
brulee

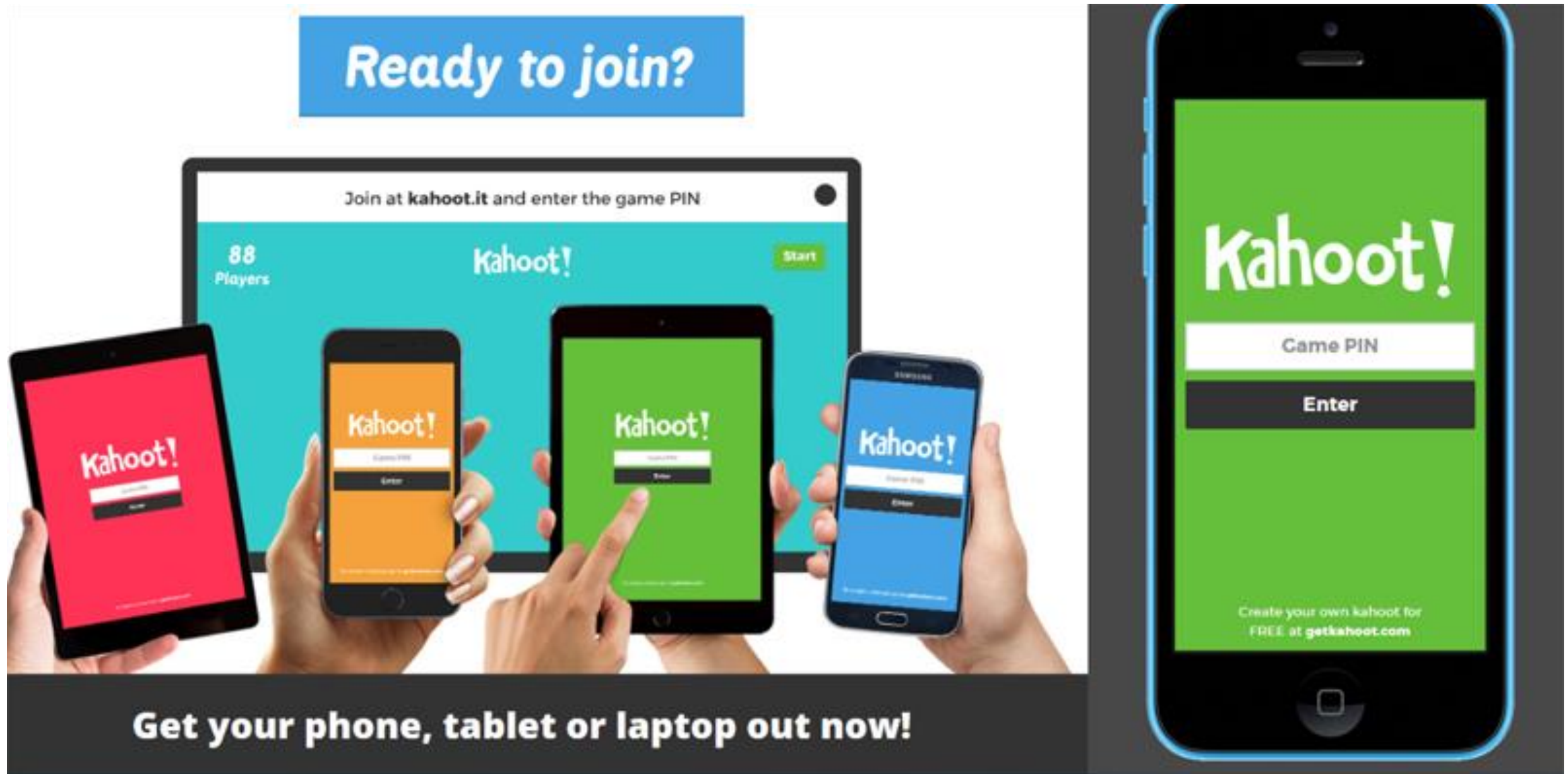
com

Social Media Targeting

- Bigger Instagram accounts giving “shout-outs” to JUUL and reposting of Snapchat videos of youth using it
- Problematic memes and cartoons are also distributed via Twitter, which give youth the impression that JUULing is okay



Unit 6 Quiz



tobaccopreventiontoolkit.stanford.edu